

Hakuhodo Institute of Life & Living ASEAN (HILL ASEAN): *KEY PEOPLE*

Tomoka Takada (Moka) Regional Strategic Planning Director

Simple yet Strong. Insight-Driven. Truly Integrated IMC.



Moka is a diligent and fun-loving ASEAN regional strategist, passionately believing in the power of strategy in marketing communication. She has been serving for multitude of clients ASEAN-wide including beverage, automotive, Home Appliances, foods, and cosmetics. Being a researcher for Hakuhodo Life and Living ASEAN and having the academic background of majoring Comparative Religion and Anthropology, she has a deep understanding on ASEAN/Japanese Sei-katsu-sha and their lifestyle/trend. With those knowledge and her creativity, she develops simple yet strong and universal strategy and govern the IMC to be truly integrated, aiming to boost the marketing excellence.

Background

Bred in Scotland, Germany, England, and Japan, she is a multilingual of English, Japanese and German(and a little bit of Thai!) , and also equipped with a global mindset. She Joined Hakuhodo in 2013 as Account Executive and transferred to be Strategist in 2016. She moved to Bangkok for current roll in mid-2019.

Award/Certificate

- Advanced Specialist in Religious Culture(Center for Education in Religious Culture)
- Cannes Lions - Young Lions 2018 : Digital (GOLD for Japan Competition)

EXPERIENCE

2019-Present Regional Strategic Planning Director, Hakuodo Institute of Life & Living ASEAN

2016-2019 Strategic Planner, Hakuodo Inc, Japan

2013-2016 Account Executive, Hakuodo Inc, Japan

EDUCATION

Bachelor of Arts in International Liberal Studies(2013) Waseda University , Japan